

Rep Order# 8863444 **Ver#** 5 **Status** Revised
EC'd Yes

Traffic Order# 37424

Printed: 10/19/2012 9:07 AM
Last Received: 10/19/2012 9:00 AM
Showing Buylines: All Lines

1 of 7

Station KLAS-TV LAS VEGAS
Advertiser () BERKLEY, SHELLY
Product BERKLEY/SENATE/D
Estimate#
Buyer MICHAEL DETTORRE
Phone#
Fax#

Agency () SHORR JOHNSON MAGNUS
1831 CHESTNUT ST
PHILADELPHIA, PA 19103 **Rep Firm**
Sales Office () WASHINGTON
Salesperson () MIKE JONES
Agency C/P1/P2/E
Flight Dates 10/30/2012 - 11/05/2012 **Salesperson Phone#** 202-872-5880
Hiatus Weeks **Salesperson FAX#** 202-872-0263

— CONTRACT COMMENT —

BERKLEY FOR SENATE ***** NONDISCRIMINATION ***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

— REMARKS —

REVISION, DO NOT DOUBLE BOOK
TOTAL = \$73,485

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Salesperson FAX# 202-872-0263

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	8	M	600A-700A	Buyline Comment: NEWS	:30	\$250.00	11/05-11/05	2	1	2	\$500.00	
	9	TU-F	1200P-1230P	Buyline Comment: NEWS	:30	\$275.00	10/30-11/02	3	1	3	\$825.00	
	10	M	1200P-1230P	Buyline Comment: NEWS	:30	\$275.00	11/05-11/05	1	1	1	\$275.00	
	11	TU-F	300P-400P	Buyline Comment: ELLEN	:30	\$375.00	10/30-11/02	4	1	4	\$1,500.00	
	12	M	300P-400P	Buyline Comment: ELLEN	:30	\$375.00	11/05-11/05	1	1	1	\$375.00	
	13	TU-F	1000A-1100A	Buyline Comment: PRICE RITE	:30	\$1,575.00	10/30-11/02	1	1	1	\$1,575.00	
	14	M	1000A-1100A	Buyline Comment: PRICE RITE	:30	\$400.00	11/05-11/05	0	0	0	\$0.00	
	15	TU-F	900A-1000A	Buyline Comment: KELLY	:30	\$275.00	10/30-11/02	3	1	3	\$825.00	
	16	M	900A-1000A	Buyline Comment: KELLY	:30	\$275.00	11/05-11/05	1	1	1	\$275.00	
	17	SU	500P-700P	Buyline Comment: NEWS	:30	\$250.00	11/04-11/04	2	1	2	\$500.00	

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Salesperson FAX# 202-872-0224

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	38	SU	900P- 1000P	Buyline Comment: GD WIFE
	39	F	800P-900P	Buyline Comment: CSI NY
	40	M	800P-900P	Buyline Comment: MTHR/PRTNR
	41	TH	1000P- 1100P	Buyline Comment: ELMNTRY
	42	SU	800P-900P	Buyline Comment: AMZING RACE
	43	W	800P-900P	Buyline Comment: SRVIVR
	44	W	900P- 1000P	Buyline Comment: CRIM MINDS
	45	W	1000P- 1100P	Buyline Comment: CSI
	46	TH	800P-900P	Buyline Comment: BG BNG/2.5 MEN
	47	SA	1000P- 1100P	Buyline Comment: 48 HRS MYST

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	60	SU	830A-90CA		:30	\$265.00	11/04-11/04	0	0	0	\$0.00	

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Buyline Comment: FACE NATN

—REPORT TOTALS—

Report Totals: 93 / \$73,485.00

—SALES MONTHLY TOTALS—

Nov 12: 93 / \$73,485.00

Sales Totals: 93 / \$73,485.00

Station Totals: 93 / \$73,485.00

Lines not sent/rclld/rtrn: 0 / \$0.00

—COMPETITIVE—

Market Totals	\$244,950	CABL 0%	KLAS 30%	KSNV 40%	KTNV 25%	KTUD 0%
		KVCW 0%	KVMY 0%	KVVU 5%	UNKN 0%	

Books

null

Demos

RA35+